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## Management of the Internet and Complex Services

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*European Sixth Framework Network of Excellence FP6-2004-IST-026854-NoE*

### ***Deliverable D4.3***

## **Report on the use & impact of the EMANICS electronic dissemination environment**

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V1.1	July 6, 2007	Joan Serrat	Integration of comments provided by PSNC, UT and UniS on previous version

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## Table of Contents

<b>1</b>	<b>Executive summary</b>	<b>5</b>
<b>2</b>	<b>Introduction</b>	<b>6</b>
<b>3</b>	<b>Web server usage figures</b>	<b>8</b>
3.1	Basic statistics	8
3.2	Top 10 domains/countries	10
3.3	Visits duration	14
3.4	Impact analysis of incorporated tools in the SimpleWeb	15
3.4.1	RSS feeds	15
3.4.2	Podcasts downloads	16
<b>4</b>	<b>Google Analytics figures for the EMANICS site</b>	<b>17</b>
4.1	Site usage	17
4.2	Map Overlay report	18
4.3	New visits	20
4.4	New Vs. Returning visitors	21
4.5	Languages	22
4.6	Time on Site for all visitors	23
4.7	Visitor loyalty	23
4.8	Browsers and operating systems	23
4.9	Network locations	25
4.10	Keywords	27
4.11	Referring sites	28
4.12	All traffic sources	29
4.13	Site Overlay	30
<b>5</b>	<b>Conclusions</b>	<b>31</b>
<b>6</b>	<b>References</b>	<b>32</b>
	<b>Abbreviations</b>	<b>33</b>

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# 1 Executive summary

This deliverable presents usage statistics of the EMANICS web site [1] and the SimpleWeb [2] collected by means of AWStats [3], with the intention to learn about the impact of the dissemination initiatives set since the beginning of the NoE in January 2006. In addition, other statistical data are provided by means of Google Analytics [4] but only for the EMANICS site. Data collection for EMANICS covers the period from October 2006 to May 2007 whereas the SimpleWeb statistics are available since the beginning of project.

The average number of visits per month for the EMANICS website is 1343, which is quite frequent but not high result. Also, the average bandwidth per month is 410 MB which is reasonable because the site does not contain big files for downloading. On the other hand, Simpleweb shows visit figures which are one order of magnitude higher and volumes of data that are almost two orders of magnitude higher for obvious reasons.

The “Top 10 of domains/countries” shows that most recognized (solved by DNS) domains visiting EMANICS site belong to project participants located in Poland, Germany, France, United Kingdom and Netherlands. The SimpleWeb shows much more heterogeneous sources because it is known worldwide since years.

Visits duration statistics are quite typical and the report shows that more than 60% of visits lasted between 0 and 30 s. Figures in the same order of magnitude were also collected for Simpleweb in June 2007.

The Simpleweb new installed tools have showed an initial clear growth, followed by a more stable pattern in the last few months. In particular, podcasts experienced a clear demand when they were made available.

Level of new visits in the EMANICS site calculated by Google Analytics varies mostly between 50% and 100% and there is no visible constant growing or decreasing trends during observed period. This means the EMANICS website is constantly attracting new visitors. Another similar statistic reveals that there is a higher level of new visitors (57%) comparing to returning visitors (42%).

Google Analytics also facilitates statistics on keywords used to locate the site, traffic sources and referring sites. The most used keyword is “emanics”. Also most referring sites are also from EMANICS participants.

## 2 Introduction

The electronic dissemination environment created and maintained by the EMANICS NoE is essentially based on two web sites, namely the EMANICS web site [1] and the SimpleWeb [2].

The EMANICS site was created on purpose at the beginning of project and soon it became operational. A key aspect of this web site is that it is conceived as to be fed directly by all the EMANICS participants. Therefore, only the structure is fixed but most of its content is completely dynamic and in this sense its maintenance is not dependent on an administrator with all the inherent advantages that it comes through. The content management system adopted has proven to be powerful and flexible enough to reach this goal. A detailed presentation of the specifications and design of the site can be found in [5], [6].

Although the creation of a specific project site was deemed necessary, the EMANICS dissemination policy is not conceived as a self contained process. Therefore we decided to take advantage of the SimpleWeb, a leading site in the network management area, creating appropriate links between both sites and also enhancing the second with dissemination tools not yet available at the project start up. More specifically, RSS feeds [7] and Podcasts [8] were introduced. Nowadays we have a number of Podcasts and two RSS feeds; one for Call for Papers (CfPs) and another one for events.

Also worthy to mention is the already established EMANICS newsletter. Produced quarterly (April, August and December) it describes the cooperation initiatives among partners and relates a summary of events like conferences, meetings, etc. The newsletter is published through the web and distributed on paper in most of the network and service management conferences. Also a subscription mechanism to receive it via e-mail has been developed.

Arriving at the end of Phase I of the project we are in position to evaluate the impact of these tools. The semantics of the word “impact” can be interpreted in different ways. Nevertheless, as we are interested in providing objective figures we are constrained to present and discuss usage statistics. The additional advantage is that these usage statistics are provided by management tools embedded in the servers hosting the sites, like AWStats [3], or even can be collected by means of other on-the-shelf analytic tools like Google Analytics [4]. This means that in principle there is no need to deploy neither passive nor active monitoring systems. In all cases statistical data was collected and summarized since project start up, although for space reasons we have restricted some of them to much shorter periods.

Both, the EMANICS web site and SimpleWeb are hosted on open source Apache web servers. The server writes information about every visit in appropriate logs, which have been used as the input data for preparing statistics presented in this deliverable. Statistics for the emanics.org website have been collected by Apache server since 1<sup>st</sup> of October 2006 and here we report until the end of April 2007. In respect to SimpleWeb, statistics are available from much more time ago. Nevertheless, we have tried to concentrate in the period of existence of the EMANICS NoE.

The tool used to analyze the server data is AWStats version 6.4. This tool consists of a free powerful and full featured application that generates advanced web, streaming, ftp, or mail server statistics in graphic format. This log analyzer works as a CGI or from command line and presents all possible information, which log contains, in a few

graphical web pages. AWStats is a free software distributed under the GNU General Public License.

In addition to AWStats and for the EMANICS site only, we also have used Google Analytics (GA) [4]. GA is a free service offered by Google that generates detailed statistics about the visitors of a website. GA's approach is to show basic dashboard-type data for the casual user, and more in-depth data further into the report set. There are currently over 80 distinct reports, each customizable to some degree. GA also offers three dashboard views of data: Executive, Marketer, and Webmaster.

Google Analytics gathers the information using a special JavaScript code, which is included on each page, the user wishes to track. This JavaScript loads larger files from the Google webserver and then sets variables with the user's account number.

However statistics presented by Google Analytics can be easily disturbed because many ad filtering programs and extensions in web browsers (such as Adblock) block the Urchin JavaScript (the script included in website pages required by Google Analytics). This prevents some traffic and users from being tracked, and leads to holes in the statistical data. Also, privacy networks like Tor will mask the user's actual location and present inaccurate geographical data.

This document is structured in six chapters. The first two chapters are the Executive Summary and this Introduction. Chapter 3 is devoted to report and analyse the statistical figures obtained for both, the EMANICS and the SimpleWeb by means of AWStats. Different subchapters deal with specific figures. Chapter 4 is devoted to results provided by Google Analytics but only referring the EMANICS site because these measurements were activated on purpose only in this site. Also, the different data are structured in subchapters. Chapter 5 presents the main conclusions and finally Chapter 6 lists the references. A list of acronyms is also provided at the end of the document.

### 3 Web server usage figures

As previously mentioned these figures are obtained by means of the tool AWStats that runs on the same server hosting the web site.

#### 3.1 Basic statistics

EMANICS statistics presented below are monthly based and cover the period between 1<sup>st</sup> of October 2006 and end of April 2007. The figures provided consist of the number of unique visitors, the number of visits, the number of visited pages, the hits and the volume of information (Bandwidth). Due to the picture scale, the unique visitors, the number of visits and the bandwidth appear almost flat. In fact, the former showed a fluctuation between 1115 and 1630, the second varied between 3543 and 6035 and the later between 300 MB and 600 MB.

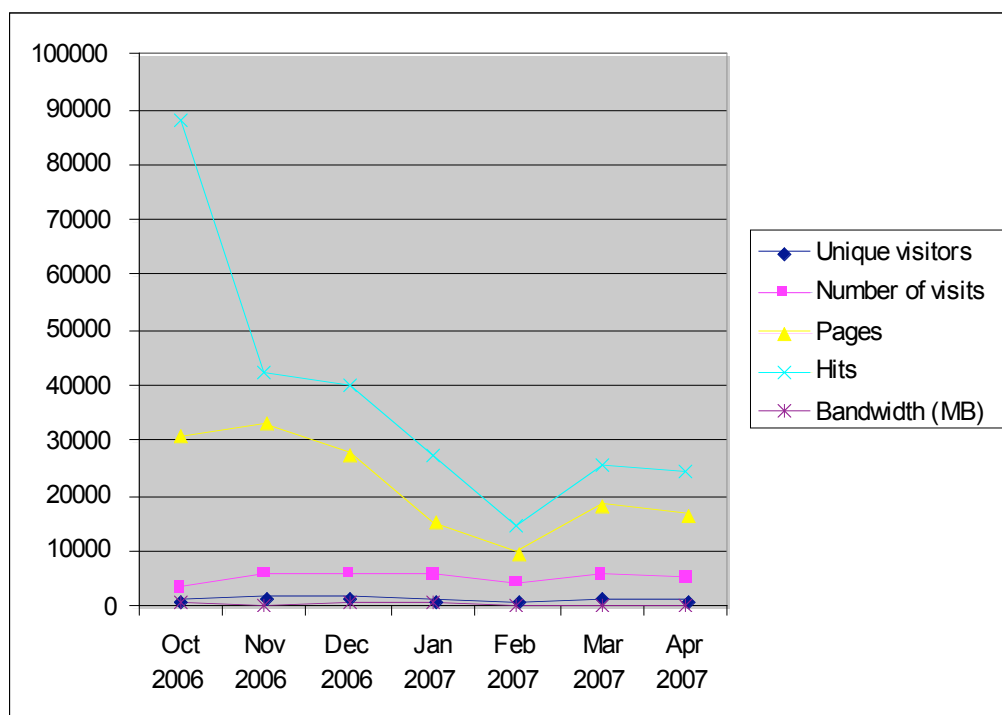


Figure 1. EMANICS site monthly statistics

Making use of the above values we can calculate the monthly averages that result as follows

Average summary per month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
1/10/2006 – 30/04/2007	1343	5235	21752	37748	410 MB

Figure 2. EMANICS monthly averages for eight months



Statistics presented above show, that *emanics.org* is quite frequently visited (175 visits per day on average) with quite constant number of unique visitors (45 per day which is about 25% of all visitors).

The same statistics are now presented for the SimpleWeb since the start of EMANICS project. In general, usage seems to gradually increase, although the rather large monthly fluctuations make it hard to make precise statements. The figure below shows the total amount of GB, downloaded on a monthly basis. It shows a peak in February 2007. Although it is not 100% clear what the exact reason for this peak is, is it likely that this peak is caused by some podcasts downloading.

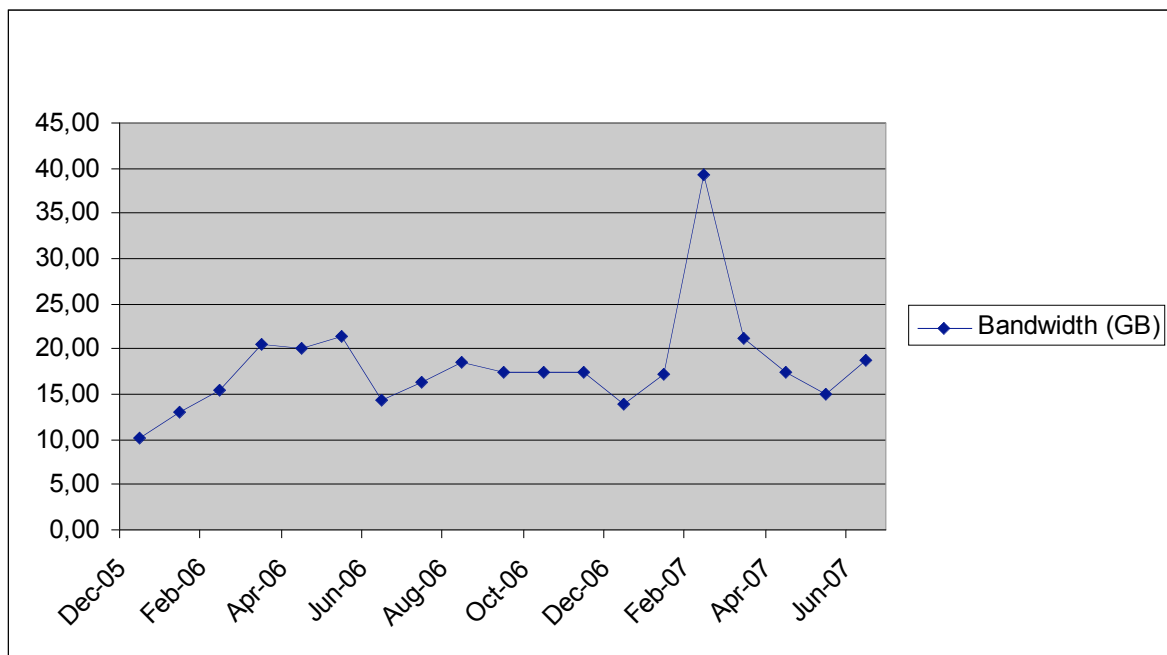


Figure 3. Downloaded volume from the Simpleweb

Figure 4 shows that the number of monthly hits varies between 274195 (February 2006) and 172156 (February 2007). The number of pages retrieved varies between 146504 (February 2006) and 172156 (February 2007). The number of visits varies between 17479 (January 2006) and 22403 (May 2007), and the number of unique visitors per month varies between 10200 (February 2007) and 15337 (March 2006).

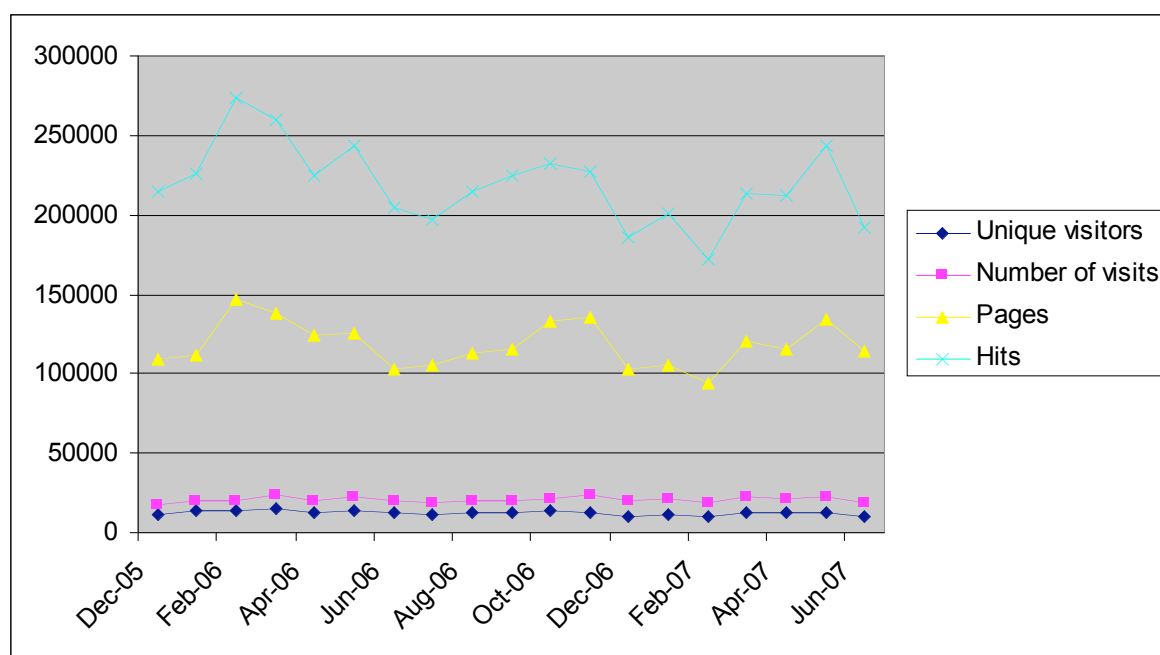


Figure 4. SimpleWeb monthly statistics

On average, the number of pages per visit is between 6 and 7, whereas the number of hits is above 10. The hits include the logo and style sheet; therefore the number of pages gives the most reliable indication with respect to the number of pages seen by users.

### 3.2 Top 10 domains/countries

Statistics presented in **Erreur ! Source du renvoi introuvable.** correspond to the EMANICS site and cover the period between 1st of October 2006 and end of December 2006, whereas Figure 6 is for the period 1st of January to end of April 2007. Reports show details of three types of values like: number of pages, hits and summary bandwidth.

AWStats relies on the log collected by Apache web server, which contains IP, addresses of web clients. Therefore, the report presented below reflects current physical location of the visitors.

The greatest number of pages was visited from the commercial domain *.com*, which can be registered in any country and unfortunately we cannot tell anything about its physical location. The same situation applies to domain *.net* which is placed 3<sup>rd</sup> in the year 2006 and 4<sup>th</sup> in the year 2007 and *.info* on 10<sup>th</sup> place in the year 2006.

The highest positions are occupied by the following countries:

- Poland (participant: Poznan Supercomputing and Networking Center (PSNC) – responsible for maintaining of the web site),
- Germany (participants: International University Bremen (IUB) - activity leader of dissemination, University of Federal Armed Forces Munich (CETIM) - activity leader of integration, Ludwig-Maximilian University Munich (LMU))

- France (participants: INRIA - project scientific leader, Caisse des Depots et Consignations (CDC) - project coordinator)

Most of the participants from the above three countries interact quite often with the site on a daily basis. This may explain the high position of their countries in this statistic.





















Visitors domains/countries (Top 10) - 10/2006 – 12/2006						
	Domains/Countries		Pages	Hits	Bandwidth	
	Commercial	com	30055	31228	193.84 MB	
	Poland	pl	17621	79592	537.18 MB	
	Network	net	11300	14004	91.66 MB	
	Unknown (not resolved IP)		10493	13654	132.94 MB	
	Germany	de	5180	7864	134.11 MB	
	Netherlands	nl	2405	2694	12.28 MB	
	France	fr	1985	4221	84.46 MB	
	United Kingdom	uk	1158	1933	24.03 MB	
	Russian Federation	ru	1078	1127	4.10 MB	
	Info domains	info	702	702	1.78 MB	
	Others		9923	13292	122.87 MB	

Figure 5. EMANICS Top 10 domain/countries (2006 period)

Participants from the rest of countries of top 10 are:

- United Kingdom (participants: Imperial College (IC), University of Surrey (UNIS))
- Netherlands (participant: University of Twente (UT))

There are also some countries within top 10 statistic with no participant located on their territory like USA and Russia.





















Visitors domains/countries (Top 10) 01/2007 – 04/2007						
	Domains/Countries		Pages	Hits	Bandwidth	
	Commercial	com	23380	24902	298.97 MB	
	Unknown (not resolved IP)		8584	13694	309.43 MB	
	Poland	pl	7250	16693	200.99 MB	
	Network	net	5015	7088	163.33 MB	
	Germany	de	4014	6886	129.52 MB	
	France	fr	1442	3872	91.80 MB	
	United Kingdom	uk	1141	2641	90.61 MB	
	Unknown	gbl	1131	1136	14.04 MB	
	USA Educational	edu	1083	1268	18.69 MB	
	Netherlands	nl	700	1542	15.92 MB	
	Others		6621	12310	268.17 MB	

Figure 6. EMANICS Top 10 domain/countries (2007 period)

There is one entry in the statistics located on place 8<sup>th</sup> in the year 2007 with country code “gbl”, which is not registered in the IANA country code top-level domain. Deeper research of the log showed that it belonged most probably to some search spiders, because it resolves to:

49.215.55.65.in-addr.arpa      name = bl1sch2084016.phx.gbll.

49.215.55.65.in-addr.arpa      name = livebot-65-55-215-49.search.live.com.

In case of the SimpleWeb, Figure 7 shows, for June 2007, the domains / countries from which the main visitors come. Although unknown, *.net* and *.com* are always amongst the most important domains, the order of the others changes from month to month.

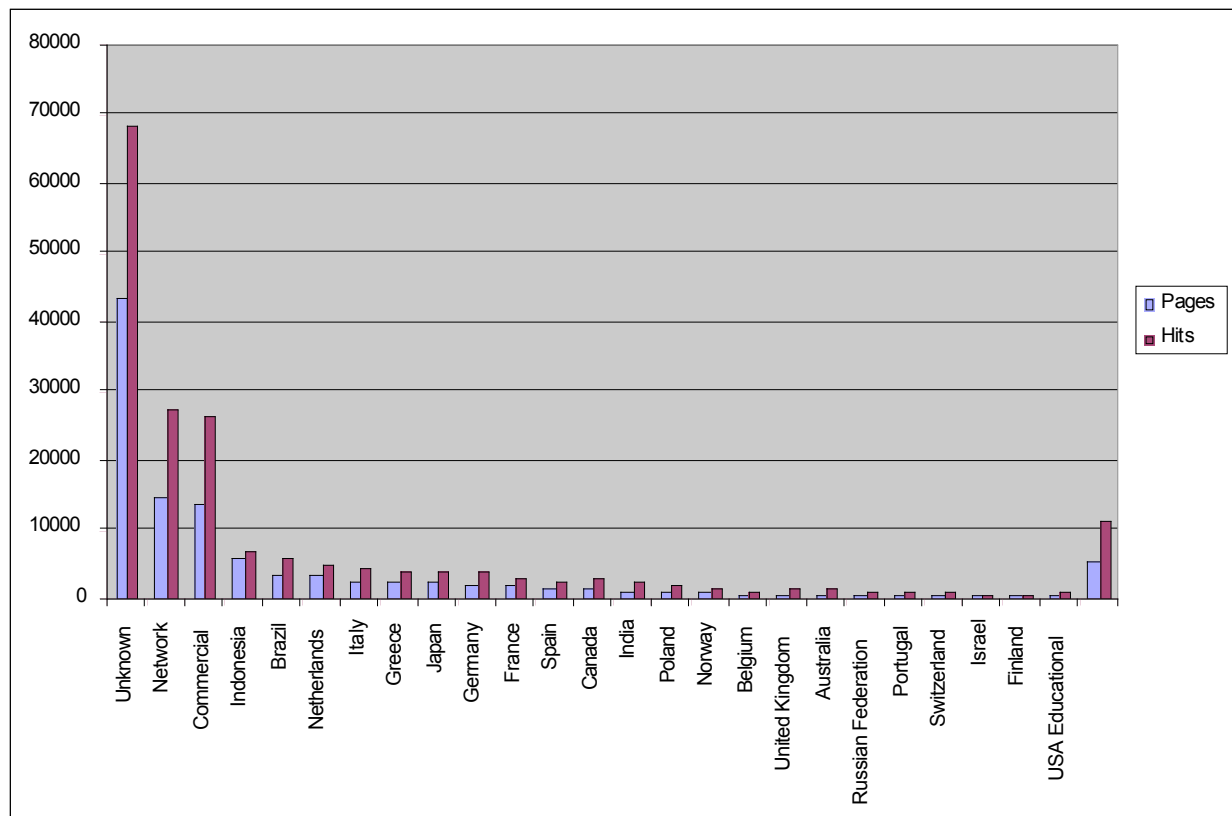


Figure 7. SimpleWeb clients per country

Figure 8 shows the amount of traffic, measured over June 2007 as well.

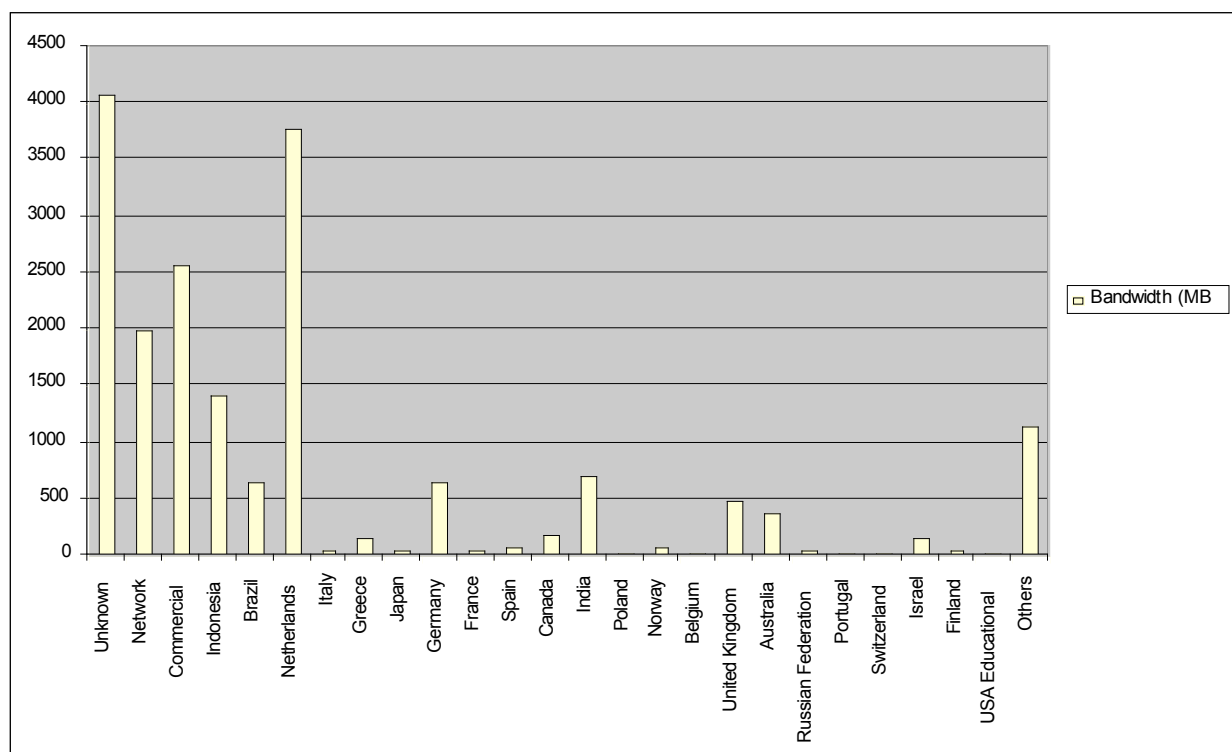


Figure 8. SimpleWeb bandwidth usage per country

### 3.3 Visits duration

Statistics presented in Figure 9 show visits duration for the EMANICS site in two different periods, namely between 1<sup>st</sup> of October 2006 to end of December 2006 and 1<sup>st</sup> of January to end of April 2007.

Visits duration - 10/2006 – 12/2006		
Number of visits: 15590 - Average: 696 s	Number of visits	Percent
0s-30s	9699	62.2 %
30s-2mn	468	3 %
2mn-5mn	767	4.9 %
5mn-15mn	1095	7 %
15mn-30mn	863	5.5 %
30mn-1h	1129	7.2 %
1h+	1569	10 %

Visits duration - 01/2007 – 04/2007		
Number of visits: 21023 - Average: 445 s	Number of visits	Percent
0s-30s	16143	76.7 %
30s-2mn	536	2.5 %
2mn-5mn	501	2.3 %
5mn-15mn	734	3.4 %
15mn-30mn	690	3.2 %
30mn-1h	1185	5.6 %
1h+	1221	5.8 %
Unknown	13	0 %

Figure 9. EMANICS average visits duration

Visits duration tells how long visits lasted for. The duration of a visit can only be computed when a visitor reads two or more pages within a certain period of time. A reader could look at one single page on the site for a long time, even for several hours, but if there is not a second page visit to compute the duration of the visit, that particular visit is measured as 0s in the stats. The 0s-30s visitors are for the most part reading a single page on the site. This statistic cannot accurately reflect for how long they're reading that page.

Visits durations in Figure 9 are divided in several periods of time, which can be a little cumbersome for drawing a clear conclusion. Most of the visits lasted between 0s-30s (above 60%). It may represent visitors by mistake or as already mentioned – very long time visitors of a single page. Taking into account that the content of most pages of *emanics.org* website is not very long and that it can be easily read in a few minutes or even faster, we can assume that the first period (0s-30s) can also cover typical visitors interested in the content

In case of the SimpleWeb, Figure 10 shows similar figures. In June 2007 the average time per visit was 366 seconds. Between the different visitors there is quite some

difference; Figure 10 shows that more than 70% stays shorter than 30 seconds. There are also a substantial number of visitors that stay longer, however.

Time	Number of visits	Percent
0s-30s	13237	70.7 %
30s-2mn	1393	7.4 %
2mn-5mn	860	4.5 %
5mn-15mn	954	5.1 %
15mn-30mn	591	3.1 %
30mn-1h	979	5.2 %
1h+	652	3.4 %
Unknown	33	0.1 %

Figure 10. Simpleweb average visits duration

### 3.4 Impact analysis of incorporated tools in the SimpleWeb

#### 3.4.1 RSS feeds

Some of the new enhancements introduced by the EMANICS project into the SimpleWeb are RSS feeds for Call for Papers (CfPs), Conferences and Podcasts. It is therefore interesting to see if / how downloads for these feeds is increasing. Figure 11 shows the results.

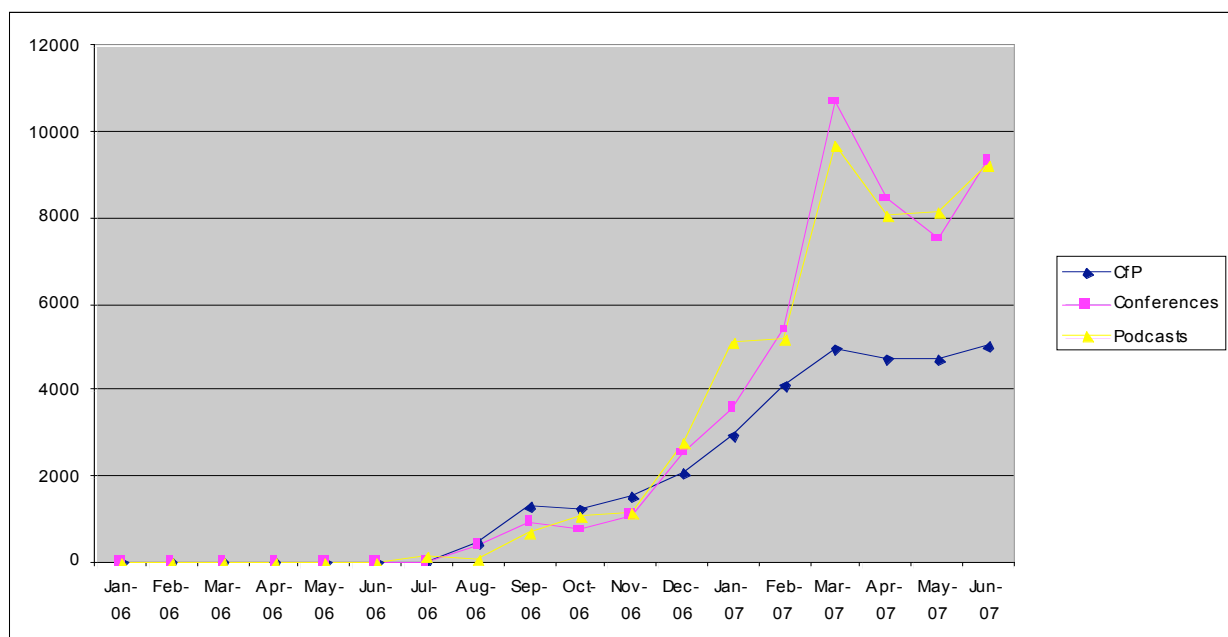


Figure 11. SimpleWeb RSS feed downloads

Figure 11 shows an initial clear growth, followed by a more stable pattern in the last few months. Nevertheless, although the number of feed downloads looks relatively high, it should be noted that most browsers automatically download feeds at a rate of one per hour. Depending on the uptime of typical computers, the current number of subscribers might be around 25 per feed (a little bit less for the CfPs feed). Unfortunately precise numbers for this are not available.

### 3.4.2 Podcasts downloads

A set of six Podcasts was created from the Distinguished Experts panel of NOMS 2006 [9]. Figure 12 shows the results. There is one for each distinguished expert (Gelman, Nasser, Pendleton and Sinnreich), one for the concluding debate and one for the introduction (Pras). The figure shows that, soon after the Podcasts were released, the interest reached a peak, and that interest stabilized in later month. This is somewhat what could have been expected. Note that these numbers exclude automatic visits by robots. AWSstats is able to detect such robots and removes them from the page hit statistics. It seems therefore reasonable to conclude that quite some interest in these Podcasts exists (at least compared to the download of research papers).

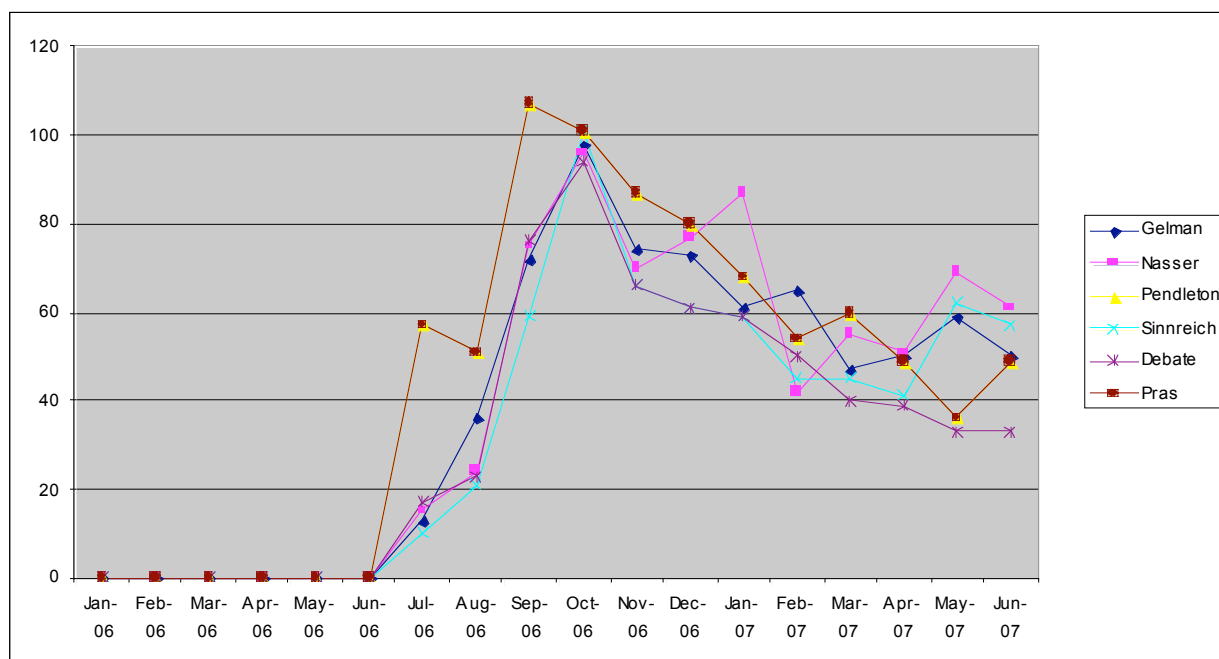


Figure 12. SimpleWeb Podcasts downloads



## 4 Google Analytics figures for the EMANICS site

These results have been provided by Google Analytics through the Urchin JavaScript which is included in every page of the website and that is launched automatically in the web browser of the visitor.

### 4.1 Site usage

Statistic summaries presented hereafter show the number of visits, the ratio pages/visit, the bounce rate, the “pageviews”, the average time on site and the new visits. All these data were collected by Google Analytics since 1<sup>st</sup> of January 2007 until the end of May 2007.

Here are detailed explanations for each type:

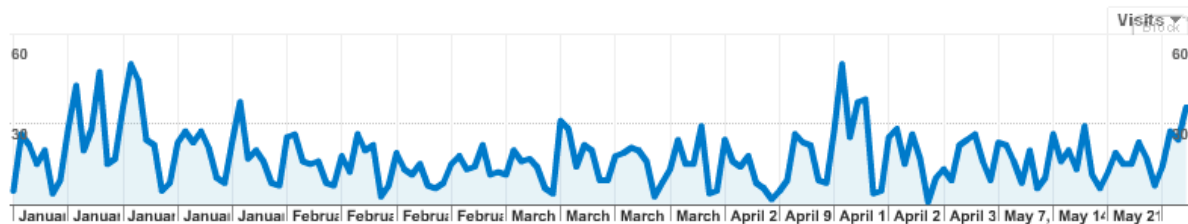
- Visits - the number of visits the site receives is the most basic measure of how effectively you promote your site.
- Pageviews – is the total number of pages viewed on the site and is a general measure of how much the site is used. It is more useful as a basic indicator of the traffic load on the site and server rather than as a marketing measure.
- Pages/Visit – Average Pageviews is one way of measuring visit quality. A high Average Pageviews number suggests that visitors interact extensively with your site. A high Average Pageviews results from one or both of the following factors: (1) Appropriately targeted traffic (i.e. visitors who are interested in what your site offers) and (2) High quality content effectively presented on the site. Conversely, a low Average Pageviews indicates that the traffic coming to the site has not been appropriately targeted to what the site offers or that the site does not deliver what was promised to the visitor.
- Average Time on Site – is one way of measuring visit quality. If visitors spend a long time visiting the site, they may be interacting extensively with it. However, Time on Site can be misleading because visitors often leave browser windows open when they are not actually viewing or using the site.
- Bounce Rate – is the percentage of single-page visits (i.e. visits in which the person left the site from the entrance page). Bounce Rate is a measure of visit quality and a high Bounce Rate generally indicates that site entrance (landing) pages aren't relevant to your visitors.
- % New Visits – a high number of new visitors suggests that you are successful at driving traffic to the site while a high number of returning visitors suggests that the site content is engaging enough for visitors to come back.

## Dashboard

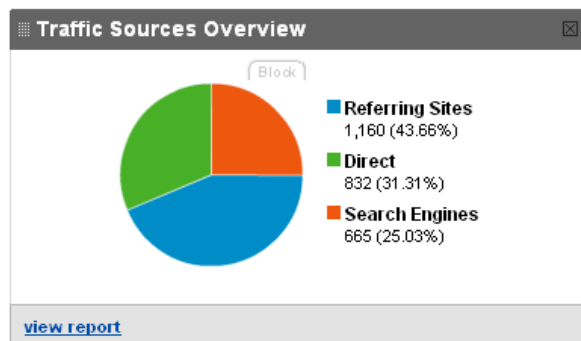
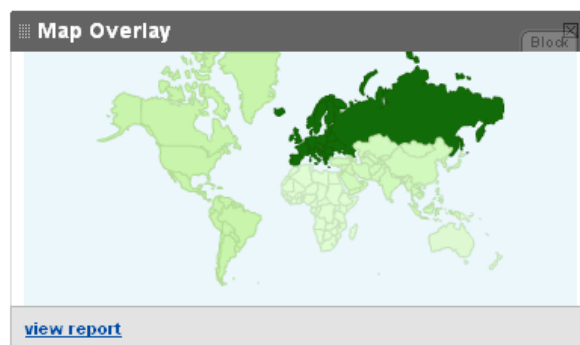
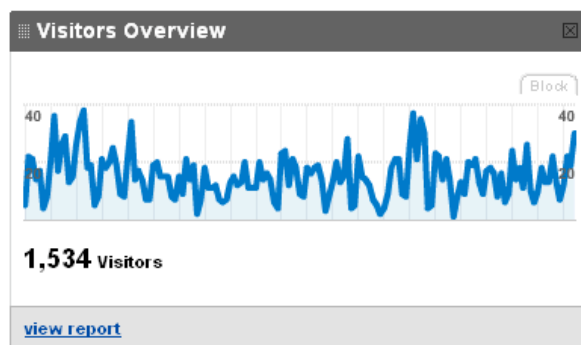
Jan 1, 2007 - May 31, 2007 ▾

Export ▾

Email



### Site Usage

2,657 [Visits](#)11,941 [Pageviews](#)4.49 [Pages/Visit](#)00:03:18 [Avg. Time on Site](#)41.59% [Bounce Rate](#)57.51% [% New Visits](#)

### Content Overview

Pages	Pageviews	% Pageviews
/	2,572	21.54%
/content/view/33/54/	835	6.99%
/component?option=com_remository&Itemid=	630	5.28%
/component?option=com_remository&Itemid=	397	3.32%
/content/blogcategory/32/63/	387	3.24%

[view report](#)

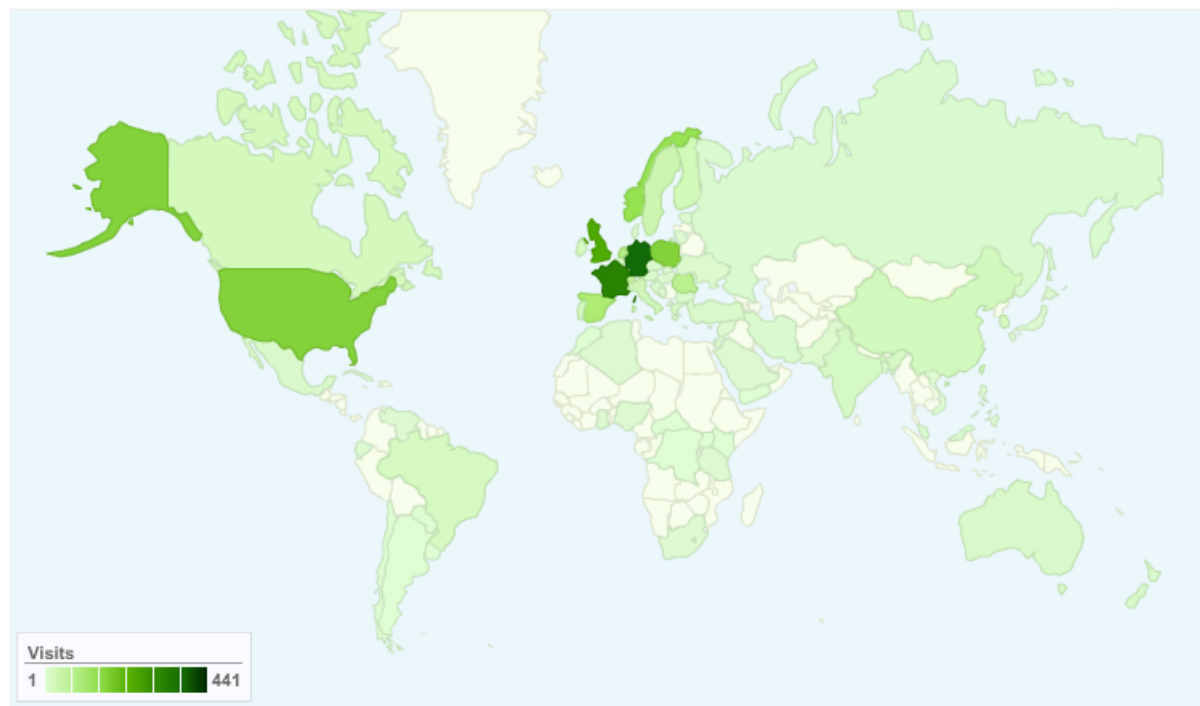
Figure 13. EMANICS site usage statistics

Most of the values presented in the report above are similar to the previous AWStats reports and explain themselves. Some of them are extended with more details and presented hereafter.

## 4.2 Map Overlay report

The Map Overlay report is an interesting part of website statistics, especially for international projects with participants involved from different countries like EMANICS.

The metrics presented here are classified by country and show the volume of visits (visits, pageviews) and the quality of such visits (pageviews per visit, new visits, bounce rate).



## 2,657 visits came from 81 countries

Detail Level: [City](#) | [Country](#) | [Sub Continent Region](#) | [Continent](#) Segment: [Choose...](#)

Site Usage		Goal Conversion		Views:	
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
<b>2,657</b>	<b>4.49</b>	<b>00:03:18</b>	<b>57.58%</b>	<b>41.59%</b>	
% of Site Total: 100.00%	Site Avg: 4.49 (0.00%)	Site Avg: 00:03:18 (0.00%)	Site Avg: 57.51% (0.13%)	Site Avg: 41.59% (0.00%)	
Country	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1. <a href="#">Germany</a>	441	4.37	00:02:30	48.75%	39.00%
2. <a href="#">France</a>	388	4.87	00:04:33	48.71%	31.70%
3. <a href="#">United Kingdom</a>	279	4.18	00:02:59	50.90%	39.43%
4. <a href="#">United States</a>	201	3.51	00:01:50	90.55%	63.18%
5. <a href="#">Poland</a>	198	7.12	00:06:50	31.82%	22.22%
6. <a href="#">Norway</a>	165	3.80	00:02:30	69.09%	50.30%
7. <a href="#">Spain</a>	124	6.10	00:03:51	37.90%	16.13%
8. <a href="#">Netherlands</a>	108	4.75	00:02:53	62.96%	43.52%
9. <a href="#">Romania</a>	89	4.37	00:03:04	44.94%	50.56%
10. <a href="#">Switzerland</a>	74	4.03	00:04:30	58.11%	36.49%

Figure 14. EMANICS map overlay report

We can notice that volumes presented above are quite similar to the results obtained from AWStats in Section 3.2, especially for high ranked countries like Germany, France and Poland. Next places include countries not presented in the previous statistic; namely Norway, Romania and Spain. To analyse this issue deeper, another more detailed report was generated that is presented in Figure 15. It shows that Spain and Romania are below 5 % in total number of visits. However, Norway is 6.21 % which is

quite surprising compared to the report of AWStats where this country is missing. The explanation of the difference in these two reports may be due to the fact that AWStats report presents three highly ranked domains: *.com*, *.net* and “unresolved” IP. AWStats relies on reverse DNS resolution but GA can utilize Regional Registry databases instead, where we can find all allocated addresses from IANA. Using this approach there are not “unresolved” addresses at all and all of them can be easily assigned to particular countries, even such global domains like *.com* and *.net*. This is a conclusion draw from these reports but not confirmed by Google, because Google does not explain in detail how this type of report is generated.

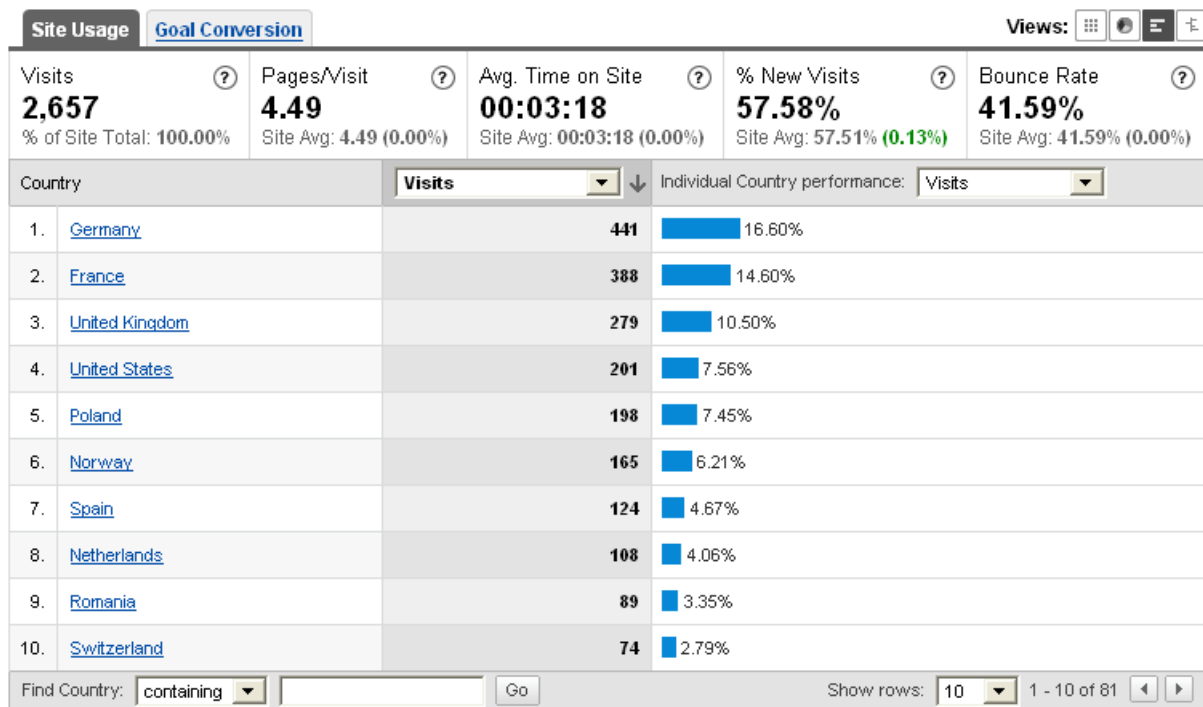


Figure 15. EMANICS map overlay report in percent

### 4.3 New visits

This report presents the monthly volume of new visits. Therefore it consists of a detailed view of the summary provided in 4.1.

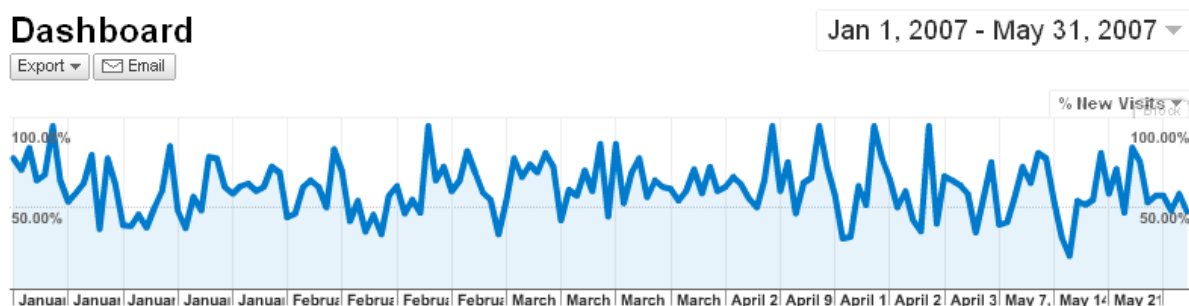


Figure 16. Evolution of EMANICS new visits

The graph presented in Figure 16 shows that the level of new visits varies mostly between 50% and 100% along the reported period and there are no visible constant growing or decreasing trends. This means the *emanics.org* website is constantly attracting new visitors.

#### 4.4 New Vs. Returning visitors

A high number of new visitors suggests success in driving traffic to the site, whereas a high number of returning visitors suggests that the site content is engaging enough for visitors to come back.

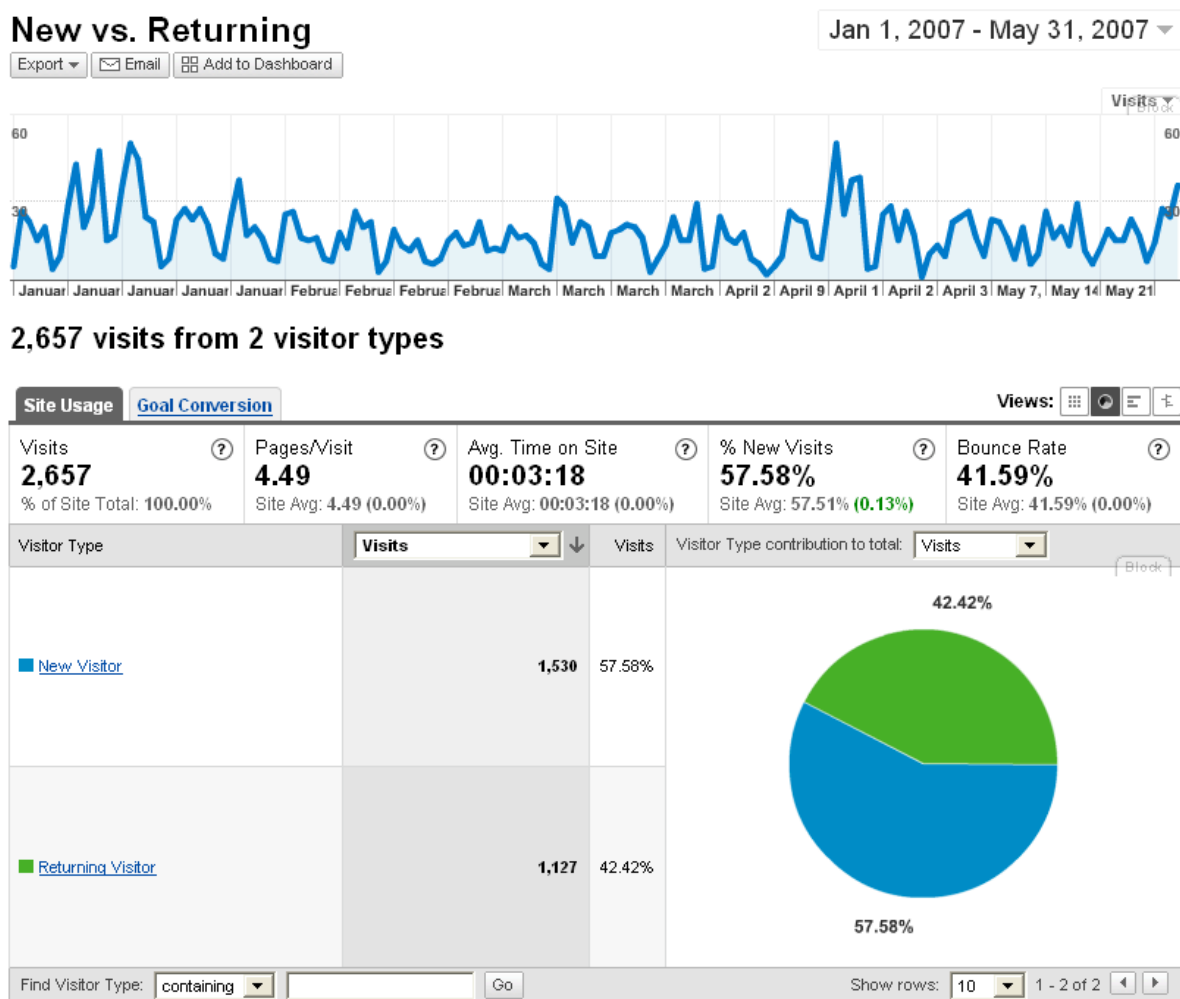
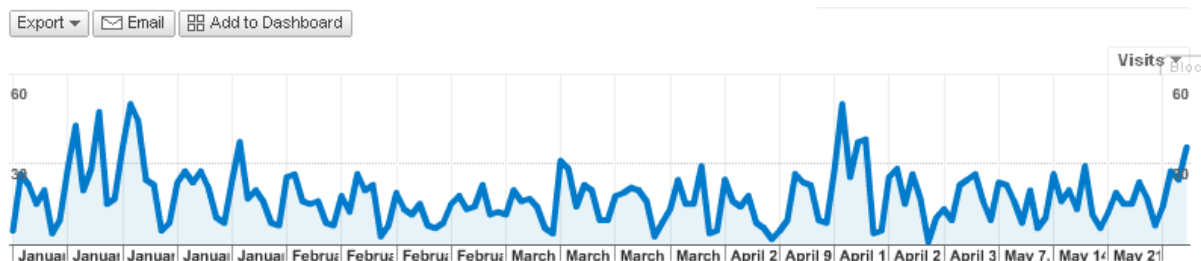


Figure 17. New vs. returning visitors in EMANICS

Report presented in Figure 17 shows that there is a higher level of new visitors (57%) comparing to returning visitors (42%). It means that *emanics.org* website has high impact on the web and it can draw attention significantly for new visitors.

## 4.5 Languages

This report presents which languages the visitors prefer to use and how these groups of visitors differ with respect to site usage, conversions, and other metrics. In fact, the report captures the preferred language that the visitors have configured on their web browser.



**2,657 visits used 51 languages**

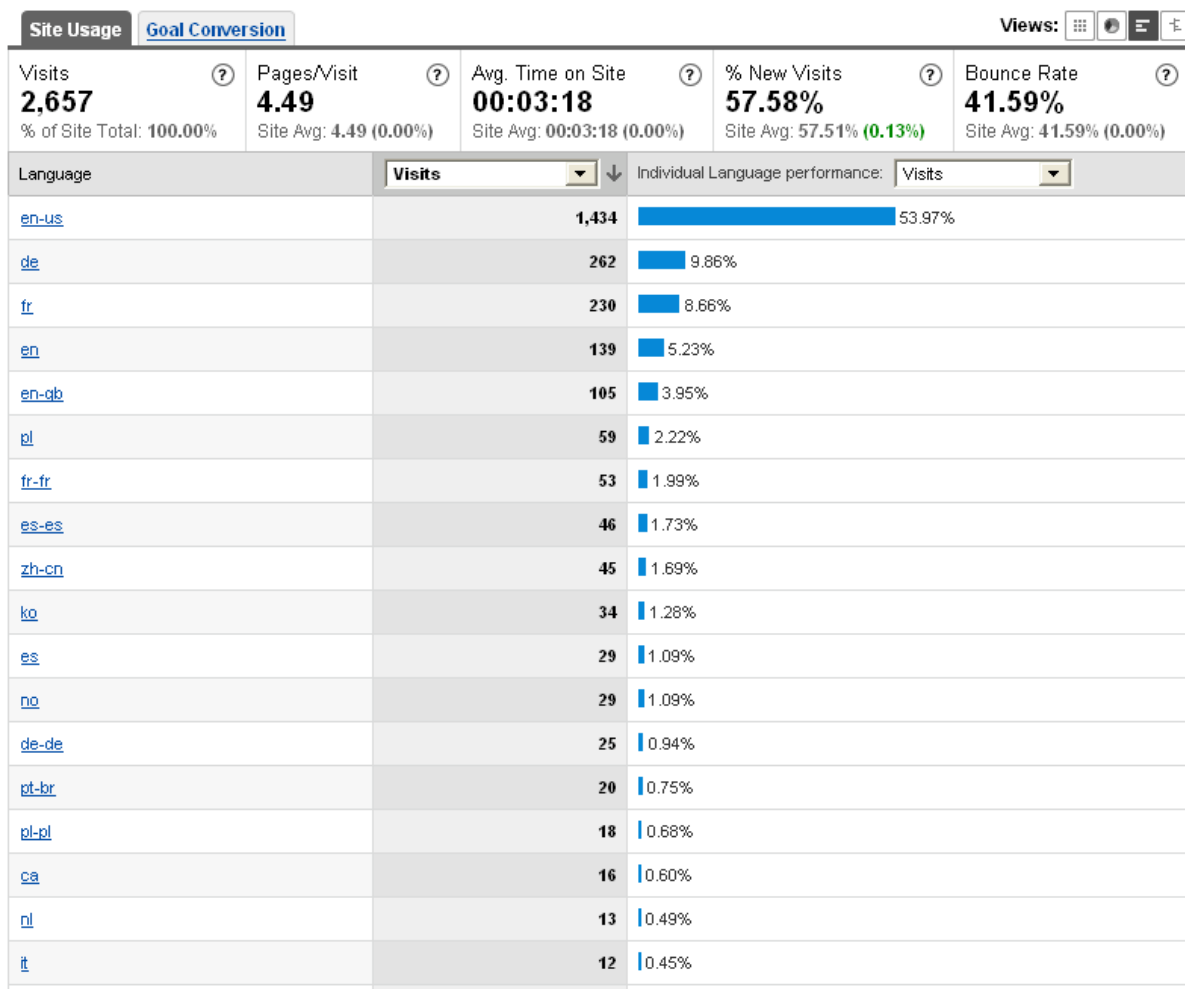


Figure 18. Languages of EMANICS visits

Figure 18 shows that most visitors prefer English language (more than 58% adding en-us and en-gb). The higher places in these statistics are similar to the results of 4.2 (Map

overlay report and paragraph) and 3.2 1(*Top 10 of domains/countries*). It simply means that visitors prefer their native language configured in their web browser settings.

#### 4.6 Time on Site for all visitors

This report presents the time spent on the site. This can be one of the different ways of measuring visit quality. If visitors spend a long time visiting the site, they may be interacting extensively with it. However, Time on Site can be misleading because visitors often leave browser windows open when they are not actually viewing or using the site. This is an extended view of the summary presented in 4.1

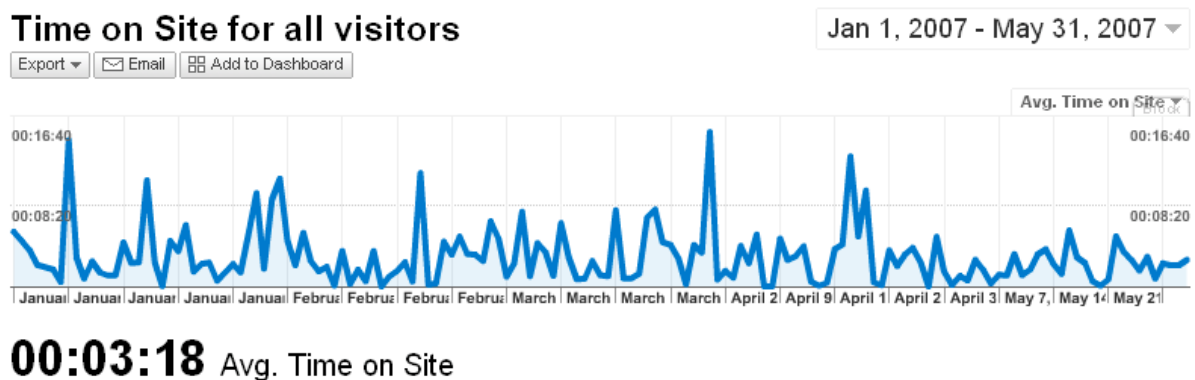


Figure 19. Time spent on EMANICS site for all visitors

The conclusion that can be drawn from this report is similar to the corresponding one in Section 3.3 (*Visits duration*) however, this report is more general.

#### 4.7 Visitor loyalty

Loyal visitors are usually highly engaged with the brand and a high number of multiple visits indicates good visitors retention. A high number of new visitors (i.e. those at the top of the table) indicates strong visitor recruitment.

On the histogram of Figure 20 the most loyal visitors are shown at the bottom and the new, and therefore least loyal visitors, are shown at the top. The report presented in Figure 20 shows that the EMANICS website has higher impact for new visitors which mostly do not return often (57%) than for returning visitors.

#### 4.8 Browsers and operating systems

Figure 21 shows which browsers visitors use. Optimizing the site for the appropriate technical capabilities of the browser helps making the site more engaging and usable. On the other hand, operating systems are dominated by Windows (69%), Linux (20%) and Macintosh (9%).

## Visitor Loyalty

Jan 1, 2007 - May 31, 2007

[Export](#) [Email](#) [Add to Dashboard](#)

Most people visited: 1 times

Number of Visits	Visits	Percentage of all visitors
1 times	1,530	57.58%
2 times	299	11.25%
3 times	149	5.61%
4 times	104	3.91%
5 times	82	3.09%
6 times	64	2.41%
7 times	53	1.99%
8 times	49	1.84%
9-14 times	164	6.17%
15-25 times	118	4.44%
26-50 times	45	1.69%

Figure 20. EMANICS visitors' loyalty

## 2,657 visits used 11 browsers

Site Usage		Goal Conversion		Views:	
Visits	2,657	Pages/Visit	4.49	Avg. Time on Site	00:03:18
% of Site Total: 100.00%		Site Avg: 4.49 (0.00%)		Site Avg: 00:03:18 (0.00%)	
% New Visits	57.58%	Bounce Rate	41.59%		
Site Avg: 57.51% (0.13%)		Site Avg: 41.59% (0.00%)			
Browser	Visits	Individual Browser performance: Visits			
<a href="#">Firefox</a>	1,322	49.76%			
<a href="#">Internet Explorer</a>	925	34.81%			
<a href="#">Safari</a>	146	5.49%			
<a href="#">Mozilla</a>	142	5.34%			
<a href="#">Opera</a>	86	3.24%			
<a href="#">Konqueror</a>	15	0.56%			
<a href="#">Netscape</a>	14	0.53%			
<a href="#">Camino</a>	4	0.15%			
<a href="#">Galeon</a>	1	0.04%			
<a href="#">qzjp</a>	1	0.04%			
<a href="#">IE-7.qzjp</a>	1	0.04%			

Figure 21. Used browsers to explore the EMANICS site

The *emanics.org* website is continuously tested for compatibility with the following browsers: Firefox, Internet Explorer and Opera. These three web browsers are used by the 87.81% of visitors and by the 93.15% of visitors when we add the Mozilla browser (which uses the same engine as Firefox).



## 4.9 Network locations

This report shows which Internet service providers are used by the visitors. It allows tracking the Internet service provider (ISP) domains to which the user resolves. The domain is determined by the Internet service that owns the user's internet protocol (IP) identifier.

### 2,657 visits came from 783 network locations

Site Usage		Goal Conversion		Views:	
Visits	?	Pages/Visit	?	Avg. Time on Site	?
<b>2,657</b>		<b>4.49</b>		<b>00:03:18</b>	
% of Site Total: 100.00%		Site Avg: 4.49 (0.00%)		Site Avg: 00:03:18 (0.00%)	
				% New Visits	?
				<b>57.58%</b>	
				Site Avg: 57.51% (0.13%)	
				Bounce Rate	?
				<b>41.59%</b>	
				Site Avg: 41.59% (0.00%)	
Network Location	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
<a href="#">LORIA-INRIA</a>	153	5.24	00:07:08	26.80%	25.49%
<a href="#">Universitaet der Bundeswehr Muenchen</a>	145	3.51	00:01:53	35.86%	45.52%
<a href="#">Institute of Bioorganic Chemistry</a>	141	8.11	00:08:00	29.08%	21.99%
<a href="#">Imperial College London</a>	99	4.96	00:04:03	30.30%	26.26%
<a href="#">University of Surrey</a>	63	5.00	00:03:35	39.68%	36.51%
<a href="#">University Twente</a>	46	6.87	00:05:36	32.61%	30.43%
<a href="#">Leibniz-Rechenzentrum der Bayerischen Akademie</a>	45	3.04	00:01:39	20.00%	17.78%
<a href="#">Universitat Politecnica de Catalunya</a>	44	4.11	00:02:01	31.82%	11.36%
<a href="#">Academic and research institutions</a>	41	4.34	00:05:26	63.41%	53.66%
<a href="#">Proxad / Free SAS</a>	38	3.76	00:01:41	63.16%	42.11%
<a href="#">institute of bioorganic chemistry</a>	35	4.31	00:03:39	34.29%	20.00%
<a href="#">Deutsche Telekom AG</a>	34	1.85	00:00:51	79.41%	73.53%
<a href="#">UPC Norge</a>	31	4.65	00:02:38	35.48%	22.58%
<a href="#">British Telecommunications</a>	30	2.83	00:02:38	56.67%	43.33%
<a href="#">University of Pitești</a>	28	3.43	00:02:55	42.86%	50.00%
<a href="#">Finnish State Research Centre</a>	27	6.41	00:03:52	25.93%	22.22%
<a href="#">loria-inria</a>	26	5.04	00:04:03	19.23%	19.23%
<a href="#">Ya.com Internet Factory</a>	26	6.12	00:04:56	7.69%	11.54%
<a href="#">campus network of the international university bremen</a>	22	4.59	00:02:16	36.36%	50.00%
<a href="#">University of Zurich</a>	20	3.20	00:03:38	35.00%	35.00%
<a href="#">Campus Network of the International University Bre</a>	20	4.05	00:03:09	60.00%	20.00%
<a href="#">Comcast Cable</a>	19	3.42	00:01:31	94.74%	68.42%
<a href="#">RNC</a>	19	1.79	00:00:18	21.05%	78.95%
<a href="#">SUNET/NORDUnet</a>	19	2.74	00:00:31	15.79%	15.79%
<a href="#">universitaet der bundeswehr muenchen; rechenzentrum</a>	16	13.25	00:07:00	6.25%	12.50%

Figure 22. Network locations of EMANICS visitors

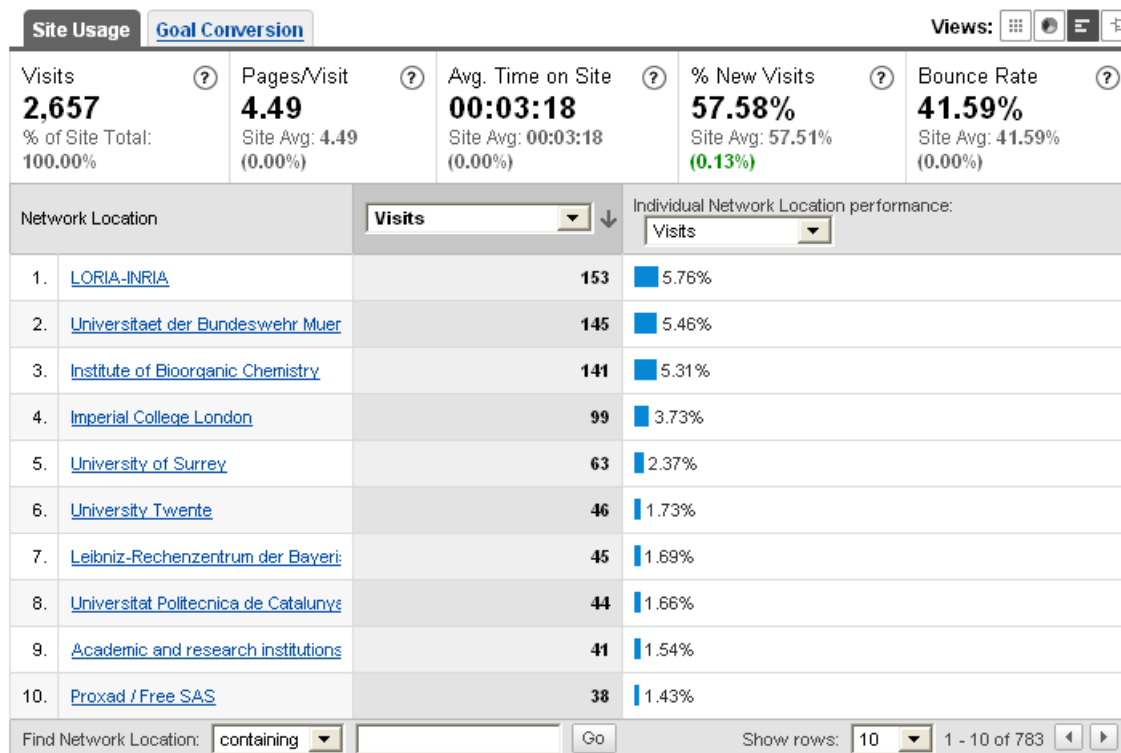


Figure 23. Network locations in %

Statistics presented in Figure 22 and Figure 23 define very precisely the institution (or provider) of visitors connecting to the EMANICS website.

## 4.10 Keywords

Figure 24 shows the overall trends from different keywords.

### Search sent 665 total visits via 259 keywords

Show: [total](#) | [paid](#) | [non-paid](#) Segment: [Keyword](#)






Site Usage		Goal Conversion		Views:     	
Visits <span>?</span> <b>665</b> % of Site Total: 25.03%	Pages/Visit <span>?</span> <b>4.69</b> Site Avg: 4.49 (4.26%)	Avg. Time on Site <span>?</span> <b>00:03:11</b> Site Avg: 00:03:18 (-3.54%)	% New Visits <span>?</span> <b>59.70%</b> Site Avg: 57.51% (3.81%)	Bounce Rate <span>?</span> <b>38.35%</b> Site Avg: 41.59% (-7.80%)	
Keyword	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
<a href="#">emanics</a>	313	5.83	00:04:21	47.92%	23.00%
<a href="#">inm 2007 internet network management</a>	12	1.00	00:00:00	8.33%	100.00%
<a href="#">emanics summer school</a>	10	7.50	00:07:34	20.00%	10.00%
<a href="#">emanics.org</a>	9	2.33	00:00:46	0.00%	11.11%
<a href="#">luminita state upi</a>	7	8.14	00:01:07	0.00%	14.29%
<a href="#">emanics bremen summer school</a>	6	4.00	00:00:58	0.00%	0.00%
<a href="#">aimlios chourmouziadis</a>	6	1.17	00:00:01	83.33%	83.33%
<a href="#">aims emanics</a>	4	2.75	00:12:29	50.00%	0.00%
<a href="#">dsom 2007</a>	4	3.25	00:00:38	75.00%	50.00%
<a href="#">emanics meeting</a>	4	9.25	00:03:16	25.00%	25.00%
<a href="#">magda nassar</a>	3	5.33	00:01:11	66.67%	33.33%
<a href="#">networks of excellence</a>	3	7.33	00:04:21	100.00%	33.33%
<a href="#">theta days</a>	3	8.00	00:01:07	0.00%	33.33%
<a href="#">gard undheim</a>	3	1.67	00:00:15	100.00%	66.67%
<a href="#">noms 2007 network operations &amp; management symposiu</a>	3	1.67	00:00:43	33.33%	66.67%
<a href="#">long term integration noe</a>	3	1.00	00:00:00	33.33%	100.00%
<a href="#">european network of excellence on management of the i</a>	3	7.33	00:06:03	33.33%	66.67%
<a href="#">"marinos charalambides"</a>	3	3.00	00:00:59	66.67%	33.33%
<a href="#">control management traffic engineering</a>	3	6.67	00:05:35	0.00%	0.00%
<a href="#">javier rubio loyola</a>	3	12.00	00:21:50	33.33%	0.00%
<a href="#">definition of service provisioning goals</a>	3	12.67	00:15:24	33.33%	0.00%
<a href="#">network of excellence</a>	3	1.67	00:00:54	100.00%	66.67%
<a href="#">tracking global wide configuration errors</a>	3	2.00	00:01:29	33.33%	33.33%
<a href="#">books/ com remository</a>	2	1.00	00:00:00	50.00%	100.00%
<a href="#">"network of excellence"</a>	2	1.00	00:00:00	100.00%	100.00%

Figure 24. Keywords used to find the EMANICS site

The report shows that the most popular keyword (47% for 313 visits) used for finding the site is the name of the project – EMANICS. Unfortunately, the rest of keywords have very low level in this statistic: 1.8 % for keyword on the second place and less for the next places.

## 4.11 Referring sites

Visitors can come directly typing the site address or typing keywords in a search engine or, indirectly, from another site where there is a reference to the target one. This report shows the later with additional details.

### Referring sites sent 1,160 visits via 77 sources

Segment: [Source](#)

Site Usage

Goal Conversion

Views:

Visits

1,160

% of Site Total: 43.66%

Pages/Visit

3.82

Site Avg: 4.49 (-15.02%)

Avg. Time on Site

00:02:38

Site Avg: 00:03:18 (-20.20%)

% New Visits

64.22%

Site Avg: 57.51% (11.68%)

Bounce Rate

49.83%

Site Avg: 41.59% (19.81%)

Source	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
cfengine.org	189	3.37	00:01:53	91.01%	63.49%
project.iu.hio.no	138	3.22	00:01:51	58.70%	42.03%
emanics.org	87	3.36	00:02:27	40.23%	47.13%
simpleweb.org	83	3.41	00:01:34	87.95%	67.47%
libresource.inria.fr	78	3.60	00:03:08	8.97%	26.92%
hio.no	69	3.35	00:02:37	79.71%	66.67%
research.iu.hio.no	62	4.29	00:03:48	75.81%	50.00%
eecs.iu-bremen.de	61	4.84	00:02:22	50.82%	52.46%
madynes.loria.fr	50	3.64	00:07:40	56.00%	42.00%
147.83.106.118	30	4.27	00:02:32	13.33%	33.33%
ieee-im.org	27	3.44	00:01:41	37.04%	22.22%
nm.ifi.lmu.de	26	4.92	00:02:39	50.00%	34.62%
snmp.cs.utwente.nl	24	1.79	00:00:44	91.67%	58.33%
eternity.iu.hio.no	22	4.50	00:00:40	81.82%	68.18%
ee.surrey.ac.uk	15	3.47	00:01:20	73.33%	53.33%
mnm-team.org	14	3.36	00:03:16	85.71%	50.00%
cordis.europa.eu	11	4.00	00:03:06	63.64%	36.36%
inria.fr	11	2.18	00:00:39	81.82%	54.55%
plum	9	10.11	00:14:22	11.11%	33.33%
wwwsnmp.cs.utwente.nl	9	4.33	00:04:13	100.00%	55.56%
ctit.utwente.nl	8	4.12	00:04:42	75.00%	25.00%
csq.uzh.ch	7	5.71	00:02:20	100.00%	28.57%
feo.upc.es	7	22.71	00:08:47	14.29%	14.29%
wwwhome.cs.utwente.nl	7	3.29	00:04:47	42.86%	14.29%
doc.ic.ac.uk	6	2.50	00:00:28	100.00%	33.33%

Figure 25. EMANICS visits from referring sites

In addition, Figure 26 details the place of referral paths in some of the referring sites.

	logo on main page	link on main page	logo on sub page	link on sub page
<a href="http://cfengine.org">cfengine.org</a>	X	X		
<a href="http://project.iu.hio.no">project.iu.hio.no</a>	X	X		
<a href="http://www.simpleweb.org">www.simpleweb.org</a>		X		
<a href="http://libresource.inria.fr">libresource.inria.fr</a>	- previous internal collaborative server for EMANICS participants			
hio.no			X	X
<a href="http://research.iu.hio.no">research.iu.hio.no</a>	X	X		
<a href="http://www.eecs.iu-bremen.de">www.eecs.iu-bremen.de</a>				X
<a href="http://madynes.loria.fr">madynes.loria.fr</a>	X	X		

Figure 26. Placement of the reference in the main referring sites

## 4.12 All traffic sources

This report lists the different types of traffic received by the site.

- "Direct (traffic)" shows visits from people who clicked a bookmark to come to the site or who typed the URL site directly into their browser
- "Referral" shows visits from people who clicked to the site from another site
- "Search Engines" shows visits from people who clicked to the site from a search engine result page

### All traffic sources sent 2,657 visits via 83 sources and mediums

Show: [Source Medium](#)

Site Usage

Goal Conversion

Views: [Grid] [Table] [List] [Print]

<div>Visits</div> <div>2,657</div> <div>% of Site Total: 100.00%</div>	<div>Pages/Visit</div> <div>4.49</div> <div>Site Avg: 4.49 (0.00%)</div>	<div>Avg. Time on Site</div> <div>00:03:18</div> <div>Site Avg: 00:03:18 (0.00%)</div>	<div>% New Visits</div> <div>57.58%</div> <div>Site Avg: 57.51% (0.13%)</div>	<div>Bounce Rate</div> <div>41.59%</div> <div>Site Avg: 41.59% (0.00%)</div>
--	--	--	---	--

Source/Medium	Visits	Individual Source/Medium performance:
(direct) / (none)	832	31.31%
google / organic	651	24.50%
cfengine.org / referral	189	7.11%
project.iu.hio.no / referral	138	5.19%
emanics.org / referral	87	3.27%
simpleweb.org / referral	83	3.12%
libresource.inria.fr / referral	78	2.94%
hio.no / referral	69	2.60%
research.iu.hio.no / referral	62	2.33%
eecs.iu-bremen.de / referral	61	2.30%

Figure 27. EMANICS all traffic sources

### 4.13 Site Overlay

This reports provides the volume of “pageviews” and displays the website pages superimposed with click graphs. One can view the site under analysis with small percentage bars positioned over every link showing how often on average it’s clicked. However, site overlays do not work for outbound links. **Erreur ! Source du renvoi introuvable.** is the screenshot for the EMANICS site documents page.



Figure 28. EMANICS site overlay – Documents page

## 5 Conclusions

This deliverable has presented relevant usage statistics of the EMANICS site since October 2006, date when the current Joomla-based version [10] was operative. In addition, we have also presented similar statistics from the SimpleWeb as a reference and also because this site is being used to support podcasts and RSS feeds related to the EMANICS project. These statistics were obtained from logs provided by the Apache servers hosting each of these sites. Also, additional statistical data were obtained by means of Google Analytics but just for the EMANICS site. These data validated the same kind of variables obtained with the server tool AWStats and provided a new dimension to the analysis.

From the usage results perspective we can conclude that the EMANICS site has had a remarkable impact, according to the initial expectations. Keeping in mind that we are at the first stages of its lifecycle we have had a good number of visitors, especially first time visitors. We can argue on this result taking for instance the SimpleWeb site as a reference. Clearly, the EMANICS usage figures are below the Simpleweb ones, but this can be attributed to the fact that SimpleWeb is established for more than ten years ago and is relatively specific to the SNMP technology. On the other hand, the EMANICS site is much younger and generic in the sense that we don't yet provide a lot of specialized content that can attract users on a particular field.

The statistics confirm that the most loyal users of the site are essentially the project participants. Most of the current available material is of relevance for the EMANICS participants. This is also because the EMANICS site is the portal to the collaborative environment of the project

The SimpleWeb site and other popular sites like *cfengine* for instance have played an important role to make EMANICS to be known through the web. This confirms that the policy to base the dissemination process not exclusively based in our ad-hoc web site is a good one.

To raise the impact, making the numbers of visits and loyalty figures to increase, it is necessary to provide more general interest content. This is the policy adopted in WP4 for the next phase that will concentrate almost exclusively in filling the dissemination framework with reach content. We have the right tool in place and now it is time to exploit it properly.

## 6 References

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## Abbreviations

CGI	Computer Graphic Interface
DNS	Domain Name System
GA	Google Analytics
GNU	GNU project
IANA	Internet Assigned Numbers Authority
NoE	Network of Excellence
URL	Uniform Request Locator